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IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

"HOW TO THRIVE IN EVERY KIND OF MARKET"

AUGUST 2020



#frederickstrong

The year is officially more than half way over. At times I felt like time was dragging ass, while other times I blinked and a month had flown by.

This really got me thinking though. 2020 was not the year I had planned for, and guess what- shit happens. I wanted this to be my best year yet, I was creating a family, I had planned on buying a new house, I wanted to double my real estate sales, etc... So far I am 1 for 3... and that is ok.

I don't want this to be a pity party. I can say with certainty that if you are reading this, your year hasn't gone as planned either. 2020 has been a punch in the gut for everyone that I know one way or another and I believe that this has happened for a reason. Although I see some people still acting like idiots to one another, I see many more whose hearts are filled with generosity and kindness.

It was refreshing and heartwarming to see local restaurants ban together and start essentially a meal train for the hospitals and their staff. They didn't have to do this, they were losing money and staff on a daily basis, but we are Frederick, and this is what we do. I have a friend at FMH and she couldn't believe the love and support that was brought to the hospital on a daily in the form of food and masks. Frederick is good people and I am proud to be a part of this town and continue to do good as well. My mom and I with my girls and nephew recently bought and donated shopping carts full of treats for the local police department, fire station and homeless shelter. At each drop off, the staff was beyond grateful and overwhelmed with gratitude.

Continued on the Inside...

At Impact Maryland Real Estate we live by the philosophy that "Stories are the Currency of our Society." That's why we say, 'We Don't Sell Homes; We Sell Dreams.'

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If you have friends, neighbors or family members who, like you, are a savvy homeowner who is concerned about how to maximize the value of your investment, and you think they would appreciate IMPACT MARYLAND MONTHLY, I'd be happy to make that happen...and, have it come as a gift from you. Here's how it works: Simply shoot us an email (subscribe@ClientProfitSecrets.com) with your name and the name and address of the person whom would enjoy this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

It was a small gesture, but to teach the girls that that this is what humanity is about, was priceless. Plus, it was fun for them to visit police and firefighters.

Frederick's generosity continues. I still see local businesses months later offering free and discounted meals to first responders. Because this isn't over and



#reavergirls enjoying summer
#pizzaandpool

they are still greatly appreciated! Seeing these small businesses stand up and do something right for their fellow community members, makes me, a small business owner

recognize the value we hold in our community. So I will continue to do my part and support them as much as I can, because we will get through this TOGETHER!

This has made me think that sometimes life has to throw you a curve ball to slow you down and make you realize what is the most important.

With having to take so much time off with the baby and the 'Rona... I came back to work with a bright eyed and bushy tailed sense of rejuvenation and hope.

I have spent the last month revamping everything about my business.

Especially my marketing. Countless hours researching ideas and then obsessing and over thinking them through 89 rough drafts. But I am loving it. I also got some help from my newest roommate!

Being self employed is tough. I have to put SO much of myself into it, because I only get out what I put in... and I want a lot!

I started thinking about ways to be unique and how I can differentiate myself from the other agents. Because I am different. I do stand out. Some strategies include marketing to local businesses, hosting classes in person or online, providing content to clients and potential clients, social media marketing, and most importantly branding myself as a person for the people.

Sometimes those little things make all the difference.

When the world shut down, so many small businesses did whatever they could to survive. Curb side pick up blew up and to-go drinks #genius. The local paint your own pottery studio offered to go kits with pottery,

brushes and paint. People had to get creative because their lives, careers, businesses, were on the line. Other businesses offered porch drop off for merchandise and food.

All these small businesses took to social media promoting themselves and offering safe and creative ways to function and thrive despite what was happening.

It was amazing to see a community come together in such a loving and supportive way.

Trust me, I did my fair share of supporting all the local restaurants downtown! There was one night in particular, I was about 8 months pregnant and craving everything under the sun... specific things from specific places. David, bless his little heart, in his ongoing quest to make me happy (aka not upset the pregnant beast) ordered exactly what I wanted from 4 downtown businesses and we essentially had a Market Street Food Crawl. We started at LaPaz for chips, salsa and queso, which I immediately opened in the car. JoJo's for grapefruit crushes, for David. Wings from Bushwaller's, because #wingwednesday. And finished at North Market

Pop Shop, because Mama needs that South Mountain Creamery ice cream! Just writing about that night makes my mouth water, and now I'd like to do another one and include drinks for myself this time, #whosin ?

I couldn't tear those bags open fast enough!

Each business so thankful for our order. You could see their smiles through the masks. Despite having to wear these masks and work in environments/situations I can't even imagine, these owners/servers were smiling, because they got the opportunity to do what they love and what they need to do to survive financially.

This is where I am right now. Having come back to work recently, I am finding I need to change up with way I do business, specifically marketing myself and branding so that I stand out in a sea of 4,945 real estate agents.



Surro babe is 3 months
#thosecheeks #sweetboy

I am incredibly thankful that I am working again and getting the chance to help people achieve their dreams of owning a home.

And let me tell you- it has not been easy.

I mentioned in my last newsletter every transaction being multiple offer situations, writing offers on homes that are still in ‘coming soon’ and not even officially on the market yet, etc. That is still happening and there honestly isn’t any slowing down in sight.

We have 2 sweet clients, who are actually settling today, first time home buyers who began looking in June. They very quickly realized that this market was incredibly intense and moving very quickly. We immediately wrote several offers for them, all multiple offer situations, and lost. One of the clients was starting to have second thoughts, and I could totally sympathize with her. I told her I understood, and perhaps this



My biggest supporter
#hepushesme #realestateintern

wasn’t the time for them. As I did their walk through Friday, she told me how much she appreciated my ‘no pressure’ approach and gave her the support she needed, which ultimately

landed them in their home. They had great financials, and were in a great position to write offers, but nothing beats a cash deal that settles in a week... Fast forward, a house came on the market. We were unable to get a showing, since showings are restricted right now and many do not allow overlapping showings... we were in the area looking at other houses and swung by. We were able to ask the current showing agent if we could peek in real quick, they allowed it, so in 60 seconds we were I and out of the house, and they clients were in love. So the first thing I did was pick up the phone and sweet talk the agent... #dowhatyougottado Relationships are key. I can guarantee you not one other agent called to TALK to the listing agent.... We ended up beating out 16 other offers and they get to move in today!!

#frederickstrong

There is nothing better than supporting the local businesses that make up the town I love. Real life people greeting you, smiling, thanking your for your purchase. Frederick really stood up for themselves over the past few months.

At Impact, we are real people. We have families we support. We have bills that get paid with our commissions. We volunteer and raise money for our community.

We are Frederick. We live here and we love it here.

We also love to support our community in any way we can. Recently, Impact teamed up with Frederick Basket Company to take over our gift giving needs. Part of what I do is I’m the ‘making people feel loved role’... Client Appreciation gifts... We couldn’t do it without our loyal clients and we LOVE saying thank you. So, my role is to make you feel the love. We had been ordering through Omaha Steaks for years and COVID drove their prices sky high, so we had to find an alternative. I called the owner of Frederick Basket Company, who had done an amazing basket for our Client Appreciation party in February, told her our idea. That day she emailed me sample baskets within hours. Immediately we were all on board! Within 2 days of ordering, she had made and delivered almost 20 baskets! The response has been amazing.

We also refer out local lenders, contractors, settlement companies, you name it, we have strong relationships with SO many local businesses.

We are all in this together!

Last week I was scheduled to take one of Eric’s clients out and as I was on the way there, a new listing came on that fit this particular clients needs. SueMart was in the office, sent us all the listing, and we were able to get a showing that afternoon. The house was stunning, there ended up being 12 showings that day! It is very possible that that particular client would have completely missed out on that home with as fast as this market is moving, but since I was able to add it on to our others showings that day, we got lucky.

Our clients are part of our community, not a part of a transaction.

We feel we go above and beyond, and I think most clients would agree. No matter what is going on in the world, or the housing market, we stay on top of our clients wants and needs. Make sure you are working with people who care about you and not the pay check at the end of the transaction!

Until Next Month,

Brittany

Don't Forget to Have Fun!!!!

August Quiz Question

Q: Which 1980s movie theme song was recorded in just 3 hours?

Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Amazon.

July Question & Answer

Q: Which planet has the most gravity?

A: Jupiter

Congratulations: Brian Brushwood!

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				9	1	2		

Happy Birthday

Here are August birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in August and don't see your name on this list, please email or call us so that we will include your birthday.

Beth Monzon	Aug 2nd	Brynn Edwards	Aug 12th	Belynda Sulmonte	Aug 20th
Elizabeth LeBlanc	Aug 2nd	Andy Kapust	Aug 13th	Brian McClellan	Aug 20th
Andrew Tuel	Aug 4th	Chris Nicholson	Aug 14th	Joe Yoho	Aug 20th
Alina Sillex	Aug 5th	Erica Bush	Aug 14th	Madison Umberger	Aug 20th
Matt Bobbitt	Aug 5th	Lindsay DeLauder	Aug 14th	Connie Stevens	Aug 20th
Brianna Kaas	Aug 6th	Ronan Spangler	Aug 14th	Lauren Galla	Aug 21st
Emme Haraway	Aug 6th	Lacey Peterson	Aug 14th	Mateusz Zielinsk	Aug 21st
Kathleen Hertzbe	Aug 6th	Sean Donnellan	Aug 15th	Erika Blumer	Aug 22nd
Jess Fandel	Aug 7th	Jamie Deaver	Aug 15th	Krissy Steelman	Aug 23rd
Joe Huggins	Aug 8th	Cooper Ranneberger	Aug 16th	Macy Bell	Aug 24th
Brendan Wharton	Aug 9th	Erica Fouts	Aug 16th	Neria Joseph	Aug 24th
Aaron Miller	Aug 10th	Landon Morris	Aug 16th	Reagan Morris	Aug 24th
Brian McArdle	Aug 10th	Phil Petrides	Aug 16th	Laura Whitting	Aug 26th
Jack Wilson	Aug 10th	Ryan Diener	Aug 17th	Amy Goldsmith	Aug 27th
Barb Zoellner	Aug 10th	Willie Monzon	Aug 17th	Keith Fouts	Aug 27th
Anthony Orsini	Aug 11th	Tom Hamilton	Aug 18th	Ben Risbeck	Aug 27th
Cindy Warfield	Aug 11th	Eileen Risbeck	Aug 18th	Mike Seiter	Aug 27th
Lou Sacchetti	Aug 11th	Jayden Joseph	Aug 18th	Kait Allgood	Aug 28th
Shayla Martinez	Aug 11th	Ashley Wingard	Aug 19th	Frank Lawrence	Aug 29th
Emily Purgason	Aug 12th	Matthew Clark	Aug 20th	Aunt Maggie	Aug 30th

Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.

'Stories From The Street'

Stories from the Street is a series monthly articles using real life examples, told in 'story' format to give you knowledge of what actually happens behind the scenes of a Real Estate Transaction.

5 Star Restaurant or McDonalds???

You Don't Have to Have Both

This business that we are in can wear on you. We talk all the time about the ups and downs of real estate that we are either giving our clients spectacular news or delivering horrible news. Rarely during a transaction do we just get to call and chit chat about their kids, the weather, where they are going to eat this weekend.

This past month we went through a 14-day period with 3 different buyers where they wrote a total of 15 offers on multiple properties and every time they got beat out by another buyer!

We had to deliver heart crushing news 15 times to our clients.

Do you know how hard it is to tell someone that they aren't getting their 'home' they dreamt of?



Then the week after that we were winning offers for all 3 buyers. One, our client, with our advice on how to structure the offer beat out 16 other buyers!!! YES, 16 OTHER buyers. Delivering this news is special but then the work begins.

There are actually many steps of a real estate transaction and some seem to use the McDonalds approach to real estate, while others use the Food Truck approach.

At McDonalds they have a person for every step. One person bakes the hamburger. One takes the buns out of the container. One squeezes 2 circles of ketchup. One puts on 3 pickles. One person wraps the burger. And then there is one person taking the order. Then there is the pimply face 19 year old manager that just went through 6 weeks of training. He is far from an expert but because he went through this training where he learned scripts and tactics he or she thinks she is this almighty person.

Then when you go to a food truck or a small locally owned restaurant you get to meet the owner. You know the owner has locally sourced the food. The owner picks out the ingredients. The owner personally trains the staff. The owner oversees the process. And the owner takes pride in the quality of product that you eat.

Just like going to a restaurant where there are many steps that go into preparing your meal there are MANY steps in a real estate transaction and then 52 things that go into each step.



First there is the 'before' part of the transaction. Some call it 'lead generation', others refer to it as content creation. However, both serve a purpose in **client acquisition**.

You can't stay in business very long if you don't get people through your front door.

Then the next phase, which some agents just skip over. Is the **education phase**. Any client that comes through our 'front door' will get educated on the buying or selling process. They will be made aware of potential pitfalls, they will know timelines, they will know what to expect. Because there are 172 moving parts in a real estate transaction, and there are consequences for each of those 172 moving parts. So, we take time to educate our client.

Then you go into the **search/selling phase**. This is the time when you are either searching for a home or your home is for sale and before you get a contract. It could take a few days to a few months during this phase and this can either be super rewarding, or it can be super frustrating, but you can't get your desired result without going through this phase. However, if you were properly educated/informed in the education

phase then you are already prepared for the unexpected.

Then you have the **contingency phase**. This is immediately after the contract and for 10-14 days the transaction is in the most vulnerable state. Inspections, Appraisals, Financing, Radon, Mold, Title work, there are 1,000 things that can pop up during this phase and you have to be able to navigate through them.

Next you have the **waiting phase**. Now there are DEFINITELY things that can blow up in the waiting phase and this can be the most frustrating and disappointing if you think you can see the finish line, but then the rug gets pulled out from under you. Getting final loan approval. Final walkthrough. Utility transfers.

All of this leads up to the **Settlement Day**.

This is the culmination of 2, 3, 7 months of hard work. Of an emotionally draining time. And it should be a JOYOUS day!!!

Most companies stop here.

We, however, are there after settlement to help with anything house related and also to give a big ‘thank you’ for entrusting us and we also welcome you into the ‘Impact Family’ where we constantly tell stories and stay in touch if you need anything.

Just yesterday I got a text from a client... They should have reached out to the lender, but we were the ones who stayed in touch, not the lender... The text said, “Hey our rate is 4%, do you think we should refinance?” And within 3 minutes we responded and got our client back in touch with the lender.

Why did they reach out to us first?

Because we are there every month with this newsletter. Our clients get birthday cards (if you don’t, PLEASE update your info at www.updateimpactinfo.com). They get little reminders and thank you’s throughout the year so we are top of mind.

We tell you this because what we have seen recently has really disgusted us.

Agents taking the McDonald’s approach to the extreme. Segmenting jobs and duties. We had an incident last week on one of our listings where the buyer agent got a contract on one of our listings and then the inspection was scheduled a few days later. When we reached out to the agent to ask about the

inspection and who the inspector was going to be, she had NO CLUE that the inspection was even that day because her ‘transaction coordinator’ had scheduled and forgot to tell her.

Agents really should attend inspections and when we asked who was attending, she said no one on her ‘team’ could cover for her. This was the hamburger maker forgetting to tell the ketchup person that the burger was ready.

And when there is a breakdown on the McDonald’s assembly line there is NO way of fixing it because the pickle girl, and the ketchup person, and the fry dunker have just been taught to do their specific job.

Everything has to run smoothly at the assembly line and one piece of dust in the conveyor belt can mess up the entire operation.

This is how MOST real estate companies and big TEAMS operate... they all have a roll. And they stay in their specific role. They might be the best cold caller in the world. They might be able to make 100 cold calls a day and be the best pest out there. But give them a failed septic and they are

LOST. They don’t have a script for that. They can’t think on their feet because they were trained at McDonald’s.

Then you go to the food truck and there are 3-4 people. Each knows how to cook. Each knows how to run the register. Each can fill in because they are always helping each other, and the owner is either right there or has a trusted sidekick that manages everything while he is outsourcing the best food.

We, at Impact, run like the food truck.

We are all there in the trenches with our clients. Yes, one of us might be better at one thing, but we all there all the time should something break down to step in.

We are personal with our clients. Our clients know us. And we present the fact that you will not just be passed off to someone else that each of us has stake and cares about each of our transactions, our clients, our family.

Not that there is anything wrong with McDonald’s everyone loves McDonald’s and they do a lot of business, HOWEVER if you want higher quality food you don’t go to McDonald’s.

So, do you want McDonald’s service or do Food Truck service???



Social Media Stories

I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.



the.real.estate.mama
Frederick, Maryland

the.real.estate.mama Why are old school pencil sharpeners so exciting???

I love finding little treasures during showings!

#iwantone
#pencilsharpener #oldhomes
#bringsbackmemories #imthisold
#elementaryschoolmemories
#adventuresinrealestate
#realestateadventures
#showingtreasures
#frederickmdrealtor
#frederickmdrealestate
#realestatemama #showingselfie

3w

Like by cavanaugh1218 and 28 others

JULY 15

Add a comment... Post



the.real.estate.mama
Downtown Frederick

the.real.estate.mama Do you love bingo? Do you love selfies? Are you sad summer is almost over?

No fear- I got you!!

During the month of August, visit #downtownfrederick and take selfies at some of my favorite local businesses to get BINGO.

Post using #summerselfiebingo2020 and tag me!

#easypeasylemonsqueazy

LOTS of downtown gift cards will be given away!!

Like by whitabrit27 and 56 others

JULY 31

Add a comment... Post



the.real.estate.mama
Frederick, Maryland

the.real.estate.mama #throwbackthursday

Sometimes neighbors become great friends... and sometimes great friends turn into family ♥

One year later she has started a new life down south and is loving life! I miss her, but know she went on to bigger and better things!

Like by suemart116 and 15 others

JULY 30

Add a comment... Post



the.real.estate.mama
Frederick, Maryland

the.real.estate.mama Our faces when a client sends a referral!

Market is still rocking! Interest rates are low! #dontwait

#realestatemama #workingbyreferral
#weloveourpeoole #friendsnotclients
#helpingallthepeople #normalfaces
#mamasgottamakehatmoney
#mamawantstowork
#doyouwanttobuyahouse
#letssellyourhouse #gettingshitdone
#friyayvibes

3d

sofiacouture_niah Hey! Brittany you are on fire! lets collab DM us @sofiacouture

Like by suemart116 and 24 others

3 DAYS AGO

Add a comment... Post

IMPACT MARYLAND MONTHLY

with Brittany 'Hashtag' Reaver

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Testimonials from recent 'IMPACT Maryland Monthly' Members

We LOVE our clients and work tirelessly to get Superior Results when you hire us. We realize that your home is your most important investment we treat the entire experience knowing that it is YOUR family and YOUR life that we are involved. We don't take this responsibility lightly. The following review is of one of our Partners and is taken off our Facebook Page. If we have worked with you, we'd love your feedback. www.facebook.com/impactmarylandrealestate

- IMRE knew exactly what we needed to do to get our house sold, and it was sold for a lot more money than we had hoped for! (J. Steele)

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